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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/832,787	04/12/2001	Andrew O. McKee	200985US-56	1448
7590	03/31/2005		EXAMINER	
Margaret a Boulware Jenkins & Gilchrist 1100 Louisiana Street Suite 1800 Houston, TX 77002-5214			POND, ROBERT M	
			ART UNIT	PAPER NUMBER
			3625	

DATE MAILED: 03/31/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

GROUP 3600  
APR 13 2005  
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## Office Action Summary

Application No.	Applicant(s)	
09/832,787	MCKEE ET AL.	
Examiner	Art Unit	
Robert M. Pond	3625	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

1) Responsive to communication(s) filed on 28 February 2005.  
2a) This action is FINAL.                    2b) This action is non-final.  
3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

4) Claim(s) 1-52 is/are pending in the application.  
4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.  
5) Claim(s) \_\_\_\_\_ is/are allowed.  
6) Claim(s) 1-52 is/are rejected.  
7) Claim(s) \_\_\_\_\_ is/are objected to.  
8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

9) The specification is objected to by the Examiner.  
10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.  
    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).  
11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
a) All    b) Some \* c) None of:  
    1. Certified copies of the priority documents have been received.  
    2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
    3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

1) Notice of References Cited (PTO-892)  
2) Notice of Draftsperson's Patent Drawing Review (PTO-948)  
3) Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
    Paper No(s)/Mail Date \_\_\_\_\_

4) Interview Summary (PTO-413)  
    Paper No(s)/Mail Date. \_\_\_\_\_  
5) Notice of Informal Patent Application (PTO-152)  
6) Other: \_\_\_\_\_

**DETAILED ACTION**

***Response to After Final Amendment***

Applicant's request for reconsideration of the finality of the rejection of the last Office action is persuasive and, therefore, the finality of that action is withdrawn. All pending claims (1-52) were examined in this non-final office action.

***Response to Arguments***

**Rejection under 35 USC 103**

Applicant's arguments, see Remarks, filed 28 February 2005, with respect to the rejection of claim(s) 1-52 under 35 USC 103 have been fully considered and are persuasive. Therefore, the rejection has been withdrawn. However, upon further consideration, a new ground(s) of rejection is made in view of BroadVision and Consortium.

**Official Notice (regarding well within the skill)- Claims 13, 14, 24, 25, and 43**

The Applicant did not traverse the examiner's assertion of well within the skill. The common knowledge or well-known in the art statement is taken to be admitted prior art because applicant failed to traverse or adequately traverse the examiner's assertion of official notice (MPEP 2144.03(C)).

***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

1. **Claims 1, 2, 5-7, 12, 15, 16, 18-20, 26-27, 35-37, 39, 40, and 44 are rejected under 35 USC 103(a) as being unpatentable over BroadVision (a collection of articles cited in Paper #3, PTO-892, Items: U-V), in view of Consortium (a collection of articles cited in PTO-892, Items: U and V).**

BroadVision teaches BroadVision being issued US 5,710,887 (hereinafter referred to as Chelliah; a courtesy copy was provided for the Applicant's convenience in Paper #3). BroadVision teaches patent protection covering its "One-to-One" Application System (U: see at least pages 1-2). BroadVision teaches integrating its One-to-One Application into an extranet supporting online commerce, customer service, and knowledge management initiatives, and servicing the extended enterprise comprising sales personnel, project personnel, suppliers, and customers. BroadVision further teaches BroadVision's One-to-One applications servicing travel industries (V: see at least pages 1-2). BroadVision further teaches:

- A digital repository: central repository; product database (Chelliah: see at least Fig. 2 (116); col. 6, line 3; col. 12, lines 10-11).

- A processor coupled to repository: (see at least col. 31, lines 9-15).
- Computer readable medium: computer readable medium containing executable code by a processor is inherent in the system of BroadVision that requires processors, computers, and servers (see at least col. 1, line 29).
- Member management mechanism: store management controls the commerce subsystems (see at least Fig. 1 (20); col. 6, lines 49-52).
- Consumer interface: (see at least Fig. 1 (13); Fig. 2 (140); col. 6, lines 26-31).
- Lead generating mechanism: promotions subsystem; collect customer-based and store-based sales data (see at least col. 7, line 14, 49-51).
- Internet, transmission protocol, WWW: (see at least col. 12, lines 1-9).

Broadvision teaches all the above as noted under the 103(a) rejection and teaches integrating one or more merchant web storefronts into an online electronic mall managed by the mall server, but does not disclose the mall merchants as a consortium. Consortium teaches BroadVision, a company that provides e-business services, backing the Worldmetal.com portal in a consortium with Sun MicroSystems (U: see at least pages 1 and 2). Consortium teaches BroadVision participating in a consortium using an Internet web site ([www.personalization.org](http://www.personalization.org)) to promote the responsible and beneficial use of technology for personalizing consumer and business relationship among

consortium members and the public, and further teaches the site electronically linking users to information created by the consortium (V: see at least pages 1 and 2). Therefore it would have been obvious to one of ordinary skill in the art at time of the invention to modify the method of Chelliah to disclose a consortium using an Internet web site as taught by Consortium, in order to convey additional uses of online web sites, and thereby attract companies to consortium services.

2. **Claims 3, 4, 17, and 38 are rejected under 35 USC 103(a) as being unpatentable over BroadVision (a collection of articles cited in Paper #3, PTO-892, Items: U-V), and Consortium (a collection of articles cited in PTO-892, Items: U and V), as applied to Claims 1, 15, and 36, further in view of PR Newswire (Paper #3, PTO-892, Item: W, hereinafter referred to as "PRN").**

BroadVision and Consortium teach all the above as noted under the 103(a) rejection and teach a) servicing travel industries and consortiums using online services, b) conducting targeted marketing based on customer demographics and purchase history profile, and c) integrating into an extranet environment to extend services to company employees, suppliers, and customers, but do not specifically disclose travel-related services. PRN teaches Carlson Leisure Group, a world leader in leisure travel and travel agency franchising, delivering critical business information to more than 10,000 travel agents worldwide. PRN teaches integrating BackWeb's platform into Carlson's extranet to automatically deliver

critical business information to the desktop: pricing, airline inventory that agents can immediately sell to consumers, travel news, and promotional information (W: see at least pages 1-2). Therefore it would have been obvious to one of ordinary skill in the art at time of the invention to modify BroadVision and Consortium to disclose travel-related products and services as taught by PRN, in order to convey the types of travel industry products and services available to the consumer, and thereby attract consumers to the online service.

3. **Claims 8-11, 21-23, 28-31, 34, 41, 42, 45-48, and 51 are rejected under 35 USC 103(a) as being unpatentable over BroadVision (a collection of articles cited in Paper #3, PTO-892, Items: U-V) and Consortium (a collection of articles cited in PTO-892, Items: U and V), as applied to Claims 1, 15, and 36, further in view of Conklin et al. (Paper #3, patent number 6,141,653, hereinafter referred to as “Conklin”).**

BroadVision and Consortium teach all the above as noted under the 103(a) rejection and teach a) servicing travel industries, and b) integrating into an extranet environment to extend services to company employees, suppliers, and customers, but do not specifically disclose providing a member web site building mechanism to provide the member with tools to build a member web site. Conklin teaches a) online communities sharing information, b) extranets and providing a web site authoring tool for members to create their own web sites, c) at least one of Java, scripting, C++, and libraries (please note: Conklin teaches Java,

scripting, C++, and libraries), d) email notifications to members indicating an inquiry or order needs attention, and e) member product information (see at least Fig. 10-1; Fig. 31a-d; col. 2, lines 51-54; col. 14, line 66 through col. 15, line 6; col. 19, lines 14-31; col. 20, lines 31-33; col. 27, lines 33 through col. 28, line 36; col. 33, lines 40-41; col. 25, lines 60-65). Therefore it would have been obvious to one of ordinary skill in the art at time of the invention to modify BroadVision and Consortium to disclose web site authoring, Java, email notifications, and member product information as taught by Conklin, in order to help members increase online business through the extranet site.

4. **Claims 13, 14, 24, 25, and 43 are rejected under 35 USC 103(a) as being unpatentable over BroadVision (a collection of articles cited in Paper #3, PTO-892, Items: U-V) and Consortium (a collection of articles cited in PTO-892, Items: U and V), as applied to Claims 1, 15, and 36, further in view of Conklin (Paper #3, patent number 6,141,653), further in view of Official Notice (Paper #3, admitted as prior art regarding well within the skill hereinafter referred to as “ON1”)**

BroadVision and Consortium teach all the above as noted under the 103(a) rejection and teach a) servicing travel industries, and b) integrating into an extranet environment to extend services to company employees, suppliers, and customers, but do not specifically disclose providing a member web site building mechanism to provide the member with tools to build a member web site. Conklin

teaches a) online communities sharing information, b) extranets and providing a web site authoring for members to create their own web sites, c) at least one of Java, scripting, C++, and libraries (please note: Conklin teaches Java, scripting, C++, and libraries), d) email notifications to members indicating an inquiry or order needs attention, and e) member product information (see at least Fig. 10-1; Fig. 31a-d; col. 2, lines 51-54; col. 14, line 66 through col. 15, line 6; col. 19, lines 14-31; col. 20, lines 31-33; col. 27, lines 33 through col. 28, line 36; col. 33, lines 40-41; col. 25, lines 60-65). Therefore it would have been obvious to one of ordinary skill in the art at time of the invention to modify BroadVision and Webster to disclose web site authoring, Java, email notifications, and member product information as taught by Conklin, in order to help members increase online business through the extranet site.

BroadVision and Consortium teach all the above as noted under the 103(a) rejection but does not disclose finding a member by name. Conklin teaches all the above as noted under the 103(a) rejection and teaches a) using a search engine to find a seller's information, b) registering the seller's company name, products, and other data with the community's internal search engine, and c) submitting seller's name and URL being to search engines (see at least col. 14, lines 3-4, 12; col. 29, lines 2-25). Therefore it would have been obvious to one of ordinary skill in the art at time of the invention to modify BroadVision and Consortium to implement member search by name as taught by Conklin, in order

to provide added convenience for the customer, and thereby attract customers to the service.

BroadVision, Consortium, and Conklin teach all the above as noted under the 103(a) rejection and teach creating buyer inquiries and leads through targeted promotions and advertisements using electronic commerce systems, and further teach sending email alerts and notifications for members to follow-up on inquiries. BroadVision, Consortium and Conklin, however, do not disclose sending a reminder to a member receiving the inquiry if the member has not followed up on a lead within a predetermined amount of time. It would have been obvious to one of ordinary skill in the art at time of the invention to send a reminder after a predetermined amount of time, since it is well within the skill to ascertain that a sales lead represents money invested to create the lead and potential revenue opportunity, and therefore a reminder would be a prudent practice in order to prevent wasting a lead.

5. **Claims 32, 33, 49, 50, and 52 are rejected under 35 USC 103(a) as being unpatentable over BroadVision (a collection of articles cited in Paper #3, PTO-892, Items: U-V), Consortium (a collection of articles cited in PTO-892, Items: U and V), and PRN (Paper #3, PTO-892, Item: W), as applied to Claims 15 and 36, further in view of Borcover (Paper #3, PTO-892, Item: X).**

BroadVision, Consortium, and PRN teach all the above as noted under the 103(a) rejection and teach Carlson Leisure Group's enterprise-wide extranet

connecting more than 10,000 travel agents, managing more than 1,000 travel agency locations and further teach a variety of Carlson subsidiaries with specializations (e.g. Carlson Vacations (Russia), UK Inspirations tour operations, North American agents, etc.). BroadVision, Consortium, and PRN, however, do not disclose providing consumers with specialization and certification information. Borcover teaches the importance for consumers to seek travel agents with credentials and certifications (X: see pages 1-2). Therefore it would have been obvious to one of ordinary skill at time of the invention to modify the method of BroadVision, Consortium, and PRN to supply consumers with agent credential and certification information as taught by Borcover, in order to bolster consumer confidence in the service being offered, and thereby attract consumers to the service.

BroadVision, Consortium, and PRN teach all the above as noted under the 103(a) rejection but do not disclose providing training to receive a certification. Borcover teaches Carlson Wagonlit, AAA, American Express, Uniglobe, and other groups having access to training, education, and supplier arrangements, and further teaches agents receiving certification from the Institute of Certified Travel Agents, or agents receiving certifications as cruise specialists or destination specialists. Therefore it would have been obvious to one of ordinary skill in the art at time of the invention to modify the method of BroadVision, Consortium, and PRN to enable members to receive training for certification

purposes as taught by Borcover, in order to help members receive certification,  
and thereby attract consumer desiring to deal with certified agents.

***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Robert M. Pond whose telephone number is 703-605-4253. The examiner can normally be reached on 8:30AM-5:30PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Ms. Wynn Coggins can be reached on 703-308-1344. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).



Robert M. Pond  
Primary Patent Examiner  
March 23, 2005

<b>Notice of References Cited</b>		Application/Control No.	Applicant(s)/Patent Under Reexamination 09/832,787 MCKEE ET AL.	
		Examiner	Art Unit	Page 1 of 1 Robert M. Pond 3625

**U.S. PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
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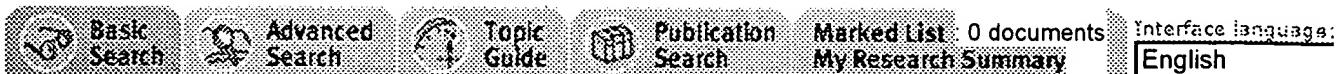
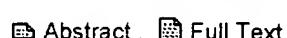
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	Q					
	R					
	S					
	T					

**NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Consortium: Bangsberg, P. T.; "Hyundai Joins Metal Trade, Boosting Competition Among Sites," Journal of Commerce, 6 April 2000, Proquest #52344653, 3pgs.
	V	Consortium: "BroadVision Becomes Founding Member of Newly Formed Consortium Advocating Responsible Use of Personalization Technology," PR Newswire, 05 April 2000, Proquest #52245841, 3pgs.
	W	
	X	

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

*U: Consortium*[Return to the USPTO NPL Page](#) | [Help](#)Databases selected: Multiple databases...New scholarly features & content!**Document View**[« Back to Results](#)< Previous Document 4 of 152 [Next >](#)[Publisher Information](#)**Hyundai joins online metal trade, boosting competition among sites; [5 Edition]**

P.T. BANGSBERG P.T. Bangsberg can be reached at 011-632-526-2432 or [mercury@worldroom.com](mailto:mercury@worldroom.com). Journal of Commerce. New York: Apr 6, 2000. pg. 6

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Author(s): P.T. BANGSBERG P.T. Bangsberg can be reached at 011-632-526-2432 or [mercury@worldroom.com](mailto:mercury@worldroom.com)

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**Abstract (Document Summary)**

**Hyundai Corp.**, South Korea's largest conglomerate, is linking up with a Hong Kong firm to create an online metal trading portal and raising the competitive stakes in the rapidly expanding sphere of Asia-Pacific cyber business.

WorldMetal.com aims to develop a reliable, cost-efficient and effective online metal exchange targeting a wide range of customers from manufacturers, traders, logistics companies and energy suppliers to others in the global metal industry.

Korea's **Samsung Corp.** earlier this year announced plans to create an Internet steel portal ([www.tradesteel.com](http://www.tradesteel.com)) for e-commerce and expects about 50 foreign and domestic companies to join in. **Hyundai**, with its international trading network and large-scale mills, plays an influential role in the global metal market.

**Full Text (621 words)**

Copyright *Journal of Commerce Inc.* Apr 6, 2000

**ELECTRONIC COMMERCE**

**Hyundai Corp.**, South Korea's largest conglomerate, is linking up with a Hong Kong firm to create an online metal trading portal and raising the competitive stakes in the rapidly expanding sphere of Asia-Pacific cyber business.

**Hyundai**, one of the world's 500 largest business enterprises, engages in car manufacturing, shipbuilding, ocean shipping, steelmaking, telecommunications, power and energy supplies, construction, and international trading and finance.

It signed an accord with WorldMetal.com Ltd., the largest metal products business-to-business Internet site.

WorldMetal.com aims to develop a reliable, cost-efficient and effective online metal exchange targeting a wide range of customers from manufacturers, traders, logistics companies and energy suppliers to others in the global metal industry.

#### ASIA: LARGE CONSUMER

South Korea is the third-largest steel producer in Asia, following China and Japan, and accounts for 7 percent of world production.

Pohang Iron & Steel Co. was the world's leading raw steel producer for the second year in a row in 1999, with output of 26.5 million tons.

Asia's steel industry accounts for 45 percent of overall world consumption. The four biggest customers -- China, Japan, South Korea and Taiwan -- account for about 250 million metric tons a year worth \$100 billion.

Korea's Samsung Corp. earlier this year announced plans to create an Internet steel portal ([www.tradesteel.com](http://www.tradesteel.com)) for e-commerce and expects about 50 foreign and domestic companies to join. Hyundai, with its international trading network and large-scale mills, plays an influential role in the global metal market.

The new venture, SteelInMetal.com, will be incorporated in South Korea. WorldMetal.com, a unit of Hong Kong's WellNet Holdings Ltd., and Hyundai will each hold 50 percent.

WorldMetal.com and SteelInMetal.com are to cooperate in four strategic areas -- Internet technology, updated information, promotion and marketing, and online trading through their respective customer bases.

Strategic partners will continue to be solicited, a spokesman said, especially among Korean steel mills, conglomerates and trading companies.

#### ALL-IN-ONE PACKAGE

The site, in addition to value-added services, will provide all-in-one online metal trading and information to manufacturers and trading companies.

WorldMetal.com is backed by a consortium formed by Sun Microsystems Inc. of Palo Alto, Calif., and BroadVision Inc. of Redwood City, Calif., an e-business software producer.

Its information services will come from a variety of sources, including Reuters and Dow Jones, covering metal market activities, price trends, forecasts and analysis. WorldMetal.com late last month announced it would form Rusmet.com, the largest online metal trading portal for the Russian market, with a number of European and Russian firms.

C.K. Chung, president of Hyundai, described the alliance as a milestone for its business development.

"Not only will it bring enormous business opportunities to the metal industry of South Korea, but it will also offer buyers and suppliers of the region handy access to extensive industry and market information. The cooperation is to introduce and provide a secure and neutral metal trading B2B platform for the region," he said.

WorldMetal.com was founded by WellNet and about 30 international metal manufacturers and traders, including some of China's largest mills.

The spokesman said it intends to extend from Asia and Europe to other parts of the world by creating "a representative and complementary global membership base."

#### THREE OTHER SITES

This is the fourth recent site for metal trading in Asia.

Asia Aluminum Manufacturing Co. of Hong Kong is investing around 100 million Hong Kong dollars (US\$13 million) to create an exchange for business-to-business electronic commerce to be known as I-metal.com.

The company is China's leading producer of aluminum extrusion products and makes a range of stainless steel products.

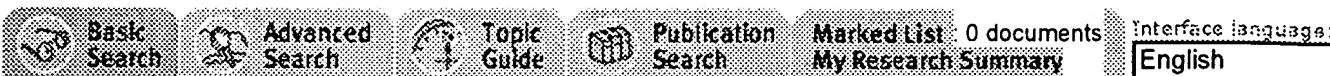
The region's first online metal trade was in February between Duferco Group of Switzerland and Shougang Concord, the Chinese company formerly known as Capital Steel Corp., via the Internet portal [www.iSteelAsia.com](http://www.iSteelAsia.com).

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## **BroadVision Becomes Founding Member of Newly Formed Consortium Advocating Responsible Use of Personalization Technology**

PR Newswire. New York: Apr 5, 2000. pg. 1[» Jump to full text](#)Dateline: *California, Massachusetts*Publication title: PR Newswire. New York: Apr 5, 2000. pg. 1

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did=52245841&sid=1&Fmt=3&clientId=19649&RQT=309&VName=PQD](http://proquest.umi.com/pqdweb?did=52245841&sid=1&Fmt=3&clientId=19649&RQT=309&VName=PQD)[More Like This](#) [» Show Options for finding similar documents](#)**Abstract (Document Summary)**

REDWOOD CITY, Calif., April 5 /PRNewswire/ -- **BroadVision**, Inc. (Nasdaq: BVSN; Neuer Markt: BDN), the leading worldwide supplier of personalized e-business applications, announced it has become a founding member of the Personalization Consortium, an international advocacy group recently formed by 26 companies, to promote the responsible and beneficial use of technology for personalizing consumer and business relationships.

The Massachusetts-based Personalization Consortium, launched at Spring Internet World in Los Angeles, was founded by 26 companies, including **BroadVision(R)**. The consortium will provide a forum for discussion of personalization technology and privacy issues, develop guidelines for personalized online marketing practices, sponsor research, work with other industry and consumer groups to shape public policy, and educate the marketplace about benefits of the enabling technology.

"**BroadVision** has always believed in the [Don] Peppers and **Rogers Group's** notion of personalized relationships between vendors and customers, and has really brought the concept of one-to-one marketing to the Internet," said Sandra Vaughan, vice president of corporate marketing at **BroadVision**. "The Personalization Consortium is an important entity in propagating the use of personalization technologies as well as promoting responsible use and best practice implementations. We are proud to be a founding member of this consortium."

**Full Text (640 words)**

Copyright PR Newswire - NY Apr 5, 2000

REDWOOD CITY, Calif., April 5 /PRNewswire/ -- **BroadVision**, Inc. (Nasdaq: BVSN; Neuer Markt: BDN), the leading worldwide supplier of personalized e-business applications, announced it has become a founding member of the Personalization Consortium, an international advocacy group recently formed by 26 companies, to promote the responsible and beneficial use of technology for personalizing consumer and business relationships.

The Massachusetts-based Personalization Consortium, launched at Spring Internet World in Los Angeles, was founded by 26 companies, including **BroadVision(R)**. The consortium will provide a forum for discussion of

personalization technology and privacy issues, develop guidelines for personalized online marketing practices, sponsor research, work with other industry and consumer groups to shape public policy, and educate the marketplace about benefits of the enabling technology.

The consortium today released the results of its first project, a survey of more than 4,500 Web users about consumer attitudes regarding online privacy and retailers' use of customer information on the Internet. The survey found that privacy issues are important to consumers but do not outweigh convenience.

As one of the first companies to recognize the importance of creating personalized relationships between vendors and their Web customers, **BroadVision** has been a driving force behind personalization. The company has developed applications that enable companies and government entities to personalize communications, transactions, and services to match the needs of customers, employees and partners -- the extended enterprise.

"**BroadVision** has always believed in the Peppers and **Rogers Group**'s notion of personalized relationships between vendors and customers, and has really brought the concept of one-to-one marketing to the Internet," said Sandra Vaughan, vice president of corporate marketing at **BroadVision**. "The Personalization Consortium is an important entity in propagating the use of personalization technologies as well as promoting responsible use and best practice implementations. We are proud to be a founding member of this consortium."

The consortium has formed six working committees, which are developing the consortium's operating plans: Privacy, Education, Public Policy, Technology, Research and Membership. Don Peppers and Martha Rogers, PhD., of Peppers and **Rogers Group** are serving as Co-Chairs and spokespersons for the group; Scott Martin of NextClick is President; Marc Fienberg of Magnify is Vice President; Bonnie Lowell of Younology is Chief Technology Officer; and Gayle Crowell of E.piphany is Secretary-Treasurer of the group.

#### About the Personalization Consortium

Launched in April 2000, the Personalization Consortium is an advocacy group, formed by businesses, to promote the responsible and beneficial use of technology for personalizing consumer and business relationships.

The founding members of the Personalization Consortium include American Airlines (NYSE: **AMR**), **BroadVision**, Chell.com, DoubleClick (Nasdaq: DCLK), eCustomers.com, **Elity Systems**, E.piphany (Nasdaq: EPNY), eSupplies.com, Exactis.com (Nasdaq: XACT), Frequency Marketing, !hey software, I-Behavior, icontact, Individualize.com, **KPMG**, Magnify, **Nexgenix**, NextClick, Peppers and **Rogers Group**, **PricewaterhouseCoopers**, PrivaSeek, Servicesoft, SneakerLabs, u1.Net, Wheelhouse and Younology.

Information on the Personalization Consortium is available on the World Wide Web at [www.personalization.org](http://www.personalization.org), by sending email to [info@personalization.org](mailto:info@personalization.org), or by contacting consortium headquarters at 401 Edgewater Place, Suite 500, Wakefield, Mass. 01880; Tel: 781-246-0500.

#### About **BroadVision**

**BroadVision**, Inc. is the leader in personalized e-business applications. **BroadVision** comprehensive suite of integrated applications is built for delivery via the Web and wireless devices. Companies using **BroadVision** applications get to market quickly, launching innovative e-commerce, self-service and enterprise information sites. These sites enable personalized interactions and transactions with customers, partners, suppliers and employees. **BroadVision** proven One-To-One applications power business-to-consumer and business-to-business sites for many of the world's top companies in the financial services, telecommunications, electronics, manufacturing, retail and travel industries. **BroadVision** applications are available in more than 120 countries worldwide. Headquartered in Redwood City, Calif., USA, the company can be reached at 650-261-5100 or at [www.broadvision.com](http://www.broadvision.com).

NOTE: **BroadVision** is a registered trademark of BroadVision, Inc. in the United States and other countries. Other names herein may be the property of their respective owners. SOURCE BroadVision, Inc.

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